



Course Syllabus

Course Code	Course Title	ECTS Credits
MBAN-803	Marketing of Food and Agricultural Products	7.5
Prerequisites	Department	Semester
None	School of Business	Fall, Spring, Summer
Type of Course	Field	Language of Instruction
Elective	Agricultural Economics	English
Level of Course	Lecturer(s)	Year of Study
2 nd Cycle	Prof. Philippos Karipidis	1 st or 2 nd
Mode of Delivery	Work Placement	Corequisites
Face-to-Face	N/A	None

Course Objectives:

The main objectives of the course are to:

- Presents the structure and operation of the marketing system of agricultural and food products and examines its effectiveness and profitability.
- Examines selected issues in connection with the strategies and functions of marketing of agricultural products, with special reference to quality issues.
- Presents the formation of the prices of agricultural products, in combination with the pricing strategies and pricing schemes, and the methods of price analysis.
- Presents the transnational view of the agricultural trade and the basic operations in international markets, combined with the global food supply chain.
- Analyses the management issues of the future markets for agricultural and food products in relation to the marketing risks and their impacts.
- Presents selected behavioural issues of the consumers of agricultural and food products, in combination with food market research methods.
- Analyses the relations of the agricultural marketing with the environment and society and presents certain critical issues of these relationships.
- Presents the response of marketing in selected trade public policy issues concerning the consumers, trade and agricultural markets.

Learning Outcomes:

After completion of the course students are expected to be able to:

- Analyse the structure of the marketing system of agricultural and food products and assesses its effectiveness and efficiency.
- Analyse the quality strategy in the food supply and handle the quality dimensions at participant and supply chain level in the context of a customer-oriented structure.
- Interpret the changes in agricultural and food price formation, analyse and make predictions about the prices and evaluate pricing systems and strategies.
- Understand the transnational form of the trade of agricultural products and food, interpret the basic functions and activities in international markets and plan an exporting activity.
- Identify and analyse the marketing issues of specific agricultural and food at world supply chain level.
- Analyse the management parameters of the future markets for agricultural and food products in relation to the risks and assess their impact.
- Interpret and handle the behavioural issues of consumers of agricultural products and food, by using the appropriate market research methods.
- Understand the relationships of agricultural marketing with environment and society and handle the critical issues of these relationships.
- Interpret and evaluate the response of the marketing of agricultural products and food in certain policy regulations.

Course Content:

1. Introduction to the marketing of agricultural products and food
2. Marketing channels of agricultural products and food
3. Quality strategy in the agri-food sector
4. Analysis of the prices of agricultural products and food
5. Pricing strategies and schemes
6. International agricultural trade
7. Management of the supply of agricultural products and food
8. Management of future markets
9. Food consumer behavior
10. Agricultural and food market research
11. Agricultural marketing , environment and society
12. Response of marketing of agricultural products and food in policy regulations

Learning Activities and Teaching Methods:

Audiovisual presentations, Power point slides, Weekly discussions / forum, Consultative meetings, Exercises / case studies each week, Required and recommended books, Selected scientific articles in each section, Continuous electronic communication and chats.

Assessment Methods:

Projects, Final Exam

Required Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Agricultural marketing and price analysis	Norwood, F. B. and Lusk, L. J.	Pearson Education, Inc.	2007	978-0132211215

Recommended Textbooks / Readings:

Title	Author(s)	Publisher	Year	ISBN
Market Orientation: Transforming Food and Agribusiness around the Customer	Lindgreen, A., Hingley, M., Harness, D., Custance, P.	Gower	2010	978-0-566-09208-4
The Agricultural Marketing System	Rhodes, J. V., Dauve J. L., Parcell, J. L.	Holcomb Hathaway publ	2007	1-890871-68-0
Marketing of Agricultural Products	Kohls, R. L., & Uhl, J. N.	Pearson education /Prentice Hall	2002	0-13-010584-8
Food Supply Chain Management	Bourlakis, M.A.	Blackwell publishing	2004	1-4051-0168-7
Handbook of Agricultural Economics, V. 1B, Marketing, Distribution and Consumers	Gardner, B. and Rausser, G. Eds	Elsevier	2000	0-444-50729-9